

Subject: RE: Interview Opportunity: The Real Deal
From: Marie Rumsey <mrumsey@ccala.org>
Date: 03/16/2017 03:51 PM
To: John Halloran <jhalloran@macyinc.com>, Shawn Bratton <sbratton@ccala.org>
CC: Jessica Lall <jlall@ccala.org>, Elisabeth Cutler <ecutler@downtownla.com>, Laura Mecoy <laura@mecoy.net>, Kim Macy <kmacy@macyinc.com>

John, Laura is reaching out to the reporter for Jessica and will coordinate with Shawn.

Thank you, Marie

From: John Halloran [mailto:jhalloran@macyinc.com]
Sent: Thursday, March 16, 2017 3:48 PM
To: Shawn Bratton <sbratton@ccala.org>
Cc: Jessica Lall <jlall@ccala.org>; Elisabeth Cutler <ecutler@downtownla.com>; Marie Rumsey <mrumsey@ccala.org>; Laura Mecoy <laura@mecoy.net>; Kim Macy <kmacy@macyinc.com>
Subject: Re: Interview Opportunity: The Real Deal

Hi Shawn,

Thanks for the bio. We'll check with reporter about tomorrow and get back to you asap. As for phone number, should she use 213.416.7512 ?

Please confirm when you have a moment.

Thank you,

John

On Mar 16, 2017, at 3:45 PM, Shawn Bratton <sbratton@ccala.org> wrote:

Hi John:

Jessica's bio is attached. This afternoon is very tough for her, but she could do tomorrow at 7:30 am or 12:00 pm(preferred).

Best,

Shawn

[<image001.png>](#) **Shawn Bratton**

Executive Assistant to the President & CEO
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<image002.png> <image003.png>

From: John Halloran [<mailto:jhalloran@macyinc.com>]
Sent: Thursday, March 16, 2017 3:26 PM
To: Jessica Lall <jlall@ccala.org>; Elisabeth Cutler <ecutler@downtownla.com>
Cc: Marie Rumsey <mrumsey@ccala.org>; Laura Mecoy <laura@mecoy.net>; Shawn Bratton <sbratton@ccala.org>; Kim Macy <kmacy@macyinc.com>
Subject: Re: Interview Opportunity: The Real Deal

Hi Jessica,

Thank you so much for stepping in. We just got off the phone with the reporter, Cat Chen, and she would love to speak with you this afternoon if possible. The reporter is on East Coast time, so the sooner the better. Do you have a time that works best for you? Also, can you please provide a number where she can reach you?

Again, here is the topic she is looking to discuss:

She is doing a piece on “Mayor Eric Garcetti’s affordable housing policies, and more specifically ‘Executive Directive 13’ and his most recent directive (presumably ‘Executive Directive 19’) signed just after the election.”

While she will be sourcing others for content and commentary, she is interested in getting your insight on the matter. For your convenience, you can find more information on Executive Directive 13 [here](#), and Executive Directive 19 [here](#).

Cat is aware you are the new President of the CCA, but do you have a bio and/or headshot we can submit in support of the interview?

At your earliest opportunity, please let us know what time works best for you and at what number you can be reached.

Please don’t hesitate to call with questions.

Thank you,

John

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RE: Interview Opportunity: The Real Deal

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On Mar 16, 2017, at 3:14 PM, Elisabeth Cutler <ecutler@downtownla.com> wrote:

Hi Jessica,
I've copied John Halloran above so you can coordinate directly with him. Of course, if you need anything further from me – just let me know.

From: Jessica Lall [<mailto:jlall@ccala.org>]
Sent: Thursday, March 16, 2017 3:08 PM
To: Elisabeth Cutler; Shawn Bratton
Cc: Marie Rumsey; Laura Mecoy
Subject: Re: Interview Opportunity: The Real Deal

Hi Elisabeth – thanks so much to you both for sending. Yes – we'd love to take you up on it. Should I have Laure Mecoy follow up?

From: Elisabeth Cutler <ecutler@downtownla.com>
Date: Thursday, March 16, 2017 at 3:05 PM
To: Jessica Lall <jlall@ccala.org>, Shawn Bratton <sbratton@ccala.org>
Subject: FW: Interview Opportunity: The Real Deal

Hi Jessica,

Carol wanted to see if you had any interest in doing this interview (please see below). The timing is pretty tight so if could you or Shawn could get back to me before 5pm today that would great.

Thank you,
Elisabeth

From: John Halloran [<mailto:jhalloran@macyinc.com>]
Sent: Thursday, March 16, 2017 1:32 PM
To: Carol Schatz; Henna Sherzai; Elisabeth Cutler
Cc: Kim Macy; Heather Donner
Subject: Interview Opportunity: The Real Deal
Importance: High

Hi Carol,

In our media outreach for the Q4 Market Report, we secured an interview opportunity with Cat Chen of The Real Deal. Here deadline is end of day

tomorrow. While not Q4 Market Report Related, she is doing a piece on “Mayor Eric Garcetti’s affordable housing policies, and more specifically ‘Executive Directive 13’ and his most recent directive (presumably ‘Executive Directive 19’) signed just after the election.”

While she will be sourcing others for content and commentary, she was interested in getting your insight on the matter. For your convenience, you can find more information on Executive Directive 13 [here](#), and Executive Directive 19 [here](#).

Since affordable housing is a sensitive and highly political matter, want to know first if you are interested, and second if you can accommodate her deadline.

Please call with questions.

Thank you,

John

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<Jessica Lall Bio 3.9.17.docx>